

SUMMARY OF VOTES:

Mayor Knapp	Yes
Council President Akervall	Yes
Councilor Lehan	Yes
Councilor West	Yes
Councilor Linville	Yes

EXHIBIT:

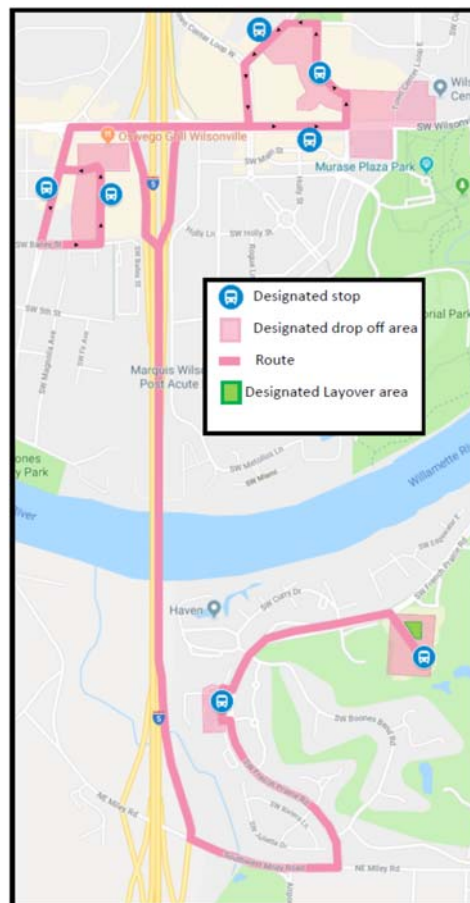
A. Charbonneau Shuttle Discontinuation Plan

# Charbonneau Shuttle Discontinuation Plan

## Introduction

South Metro Area Regional Transit (SMART) completed a Transit Master Plan (TMP) in June 2017. The TMP gave a strong response for a shuttle to serve the Charbonneau Neighborhood. SMART staff conducted numerous outreach events to determine what the desired route and schedule would be for residents and to understand the nature for resident trips.

SMART began the Charbonneau Shuttle as a pilot service in June 2018 as a deviated fixed route. A deviated fixed route means the bus will deviate from timed stops for pick-ups and drop-offs, making it more convenient for passengers. The route took neighborhood residents to shopping centers in Wilsonville.



Map 1: Original Map of Charbonneau Shuttle beginning June 2018

## Performance

SMART staff monitored the performance of the shuttle for the duration of the two-year pilot program. Early on, ridership numbers were low, as may be the case for any new route. Staff attended events within the neighborhood to market the shuttle, set up training classes at living facilities, and performed travel training to teach residents how to utilize the shuttle.

Staff expanded the designated pick-up and drop-off areas to include the whole Charbonneau neighborhood, Town Center Shopping Center, Lowries Marketplace, and Old Town Square. Staff

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also place any Dial-a-Ride customers within these zones onto the Charbonneau Shuttle to increase ridership and efficiency for both systems.

With all of the changes, ridership only improved modestly and as graph 1 shows below, the Charbonneau continued to underperform throughout the pilot.



Consistent with low boarding’s per vehicle hour, Table 1 expresses the cost per passenger trip for the Charbonneau Shuttle as compared to Dial-a-Ride programs. Fixed shuttles operate for a planned set of hours where the cost remains relatively fixed whereas Dial-a-Ride acts a more on-demand service and will not travel a route unless a customer request is made. Therefore, the higher ridership is on a fixed route, the cost per passenger will lower, where the cost per passenger for Dial-a-Ride will only lower by “bunching” rides, which is much more complex (however it can be optimized with scheduling/dispatching software).

Table 1: Cost per passenger (FY19-20)

Route	Cost/Passenger
Dial-a-Ride	\$ 24.02
Charbonneau Shuttle	\$ 52.50

**Conclusion**

SMART staff has attempted to find ways to make the Charbonneau Shuttle more efficient to increase performance. After operating as a two-year pilot program, staff has determined the route to be ineffective and recommend discontinuing the pilot. SMART will continue to serve the Charbonneau Neighborhood through Dial-a-Ride and other transportation options. Staff will ensure that residents encounter the same level of high quality service that the rest of the city receives in terms of convenience, reliability, and safe travels.